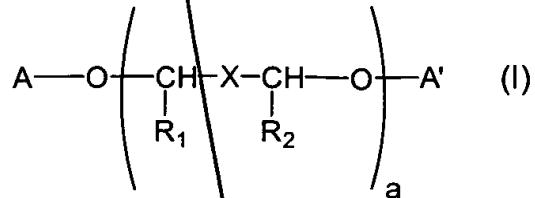


1. A water-in-oil emulsion

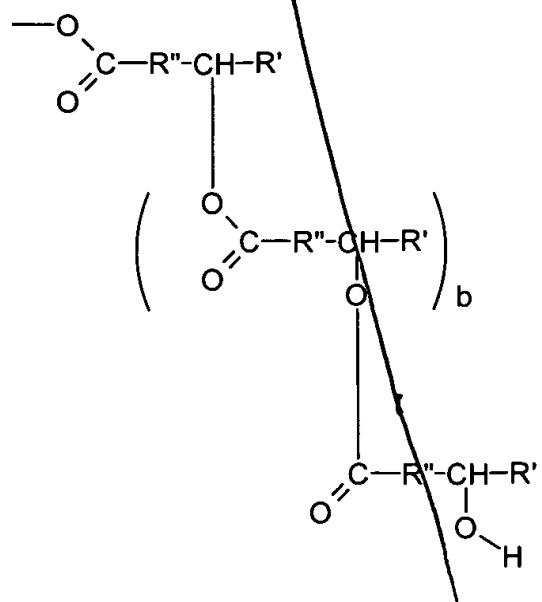
b1

(a) with a content of water and optionally water-soluble substances totalling at least 80% by weight, and with a content of lipids, emulsifiers and lipophilic constituents of less than 20% by weight, in each case based on the total weight of the preparations,

(b) comprising at least one surface-active substance selected from the group consisting of substances of the general formula (I)

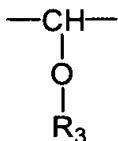


where A and A' are identical or different organic radicals selected from the group consisting of branched and unbranched, saturated and unsaturated alkyl and acyl radicals and hydroxyacyl radicals having 10 - 30 carbon atoms, and the group consisting of hydroxyacyl groups bonded together via ester functions, according to the scheme



where R' is selected from the group consisting of branched and unbranched alkyl groups having 1 to 20 carbon atoms, and R is selected from the group consisting of branched and unbranched alkylene groups having 1 to 20 carbon atoms, and b is a number from 0 to 200,

- a is a number from 1 to 100,
- X is a single bond or the group



*Sub 1 C. 1
Contd*

- R_1 and R_2 independently of one another are selected from the group consisting of H and methyl,
- R_3 is selected from the group consisting of H, and of branched and unbranched, saturated and unsaturated alkyl- and acyl radicals having 1 - 20 carbon atoms,

(c) additionally comprising at least one cationic polymer, wherein said at least one cationic polymer is selected from the group consisting of cationic cellulose derivatives, cationic starch, copolymers of diallylammonium salts and acrylamides, quaternized vinylpyrrolidone/ vinylimidazole polymers, condensation products of polyglycols and amines, quaternized collagen polypeptides, quaternized wheat polypeptides, polyethyleneimine, cationic silicone polymers, copolymers of adipic acid with dimethylaminohydroxypropyl diethylenetriamine, copolymers of acrylic acid with dimethyldiallylammonium chloride, polyaminopolyamides, and cationic guar gum.